



What makes a complete community?

Maryland & Delaware Chapters of the American Planning Association Regional Conference - October 17 to 19, 2012
Sheraton Hotel – Columbia Town Center, MD

July 31, 2012

The Maryland and **Delaware** Chapters of the **American Planning Association (APA)** are joining together again to host a regional planning conference October 17 -19, 2012 in Columbia Maryland and **we need your help**. The APA is a professional organization that promotes the exchange of ideas between land use professionals throughout region. The conference theme will be **“What Makes a Complete Community?”**, and will feature speakers, mobile workshops and sessions appropriate to that theme.

While we have had more than 300 attendees at past conferences, this promises to be our largest event ever for several reasons. First, we have high caliber Keynote speakers: Paul Farmer, FAICP, Mitch Silver, AICP, and Robin Rather. Second, we are tied-in with Columbia's 50th Anniversary celebration. Third, in addition to our chapter members, we are inviting members from the Pennsylvania, New Jersey, Virginia, and National Capital APA chapters. Fourth, many planners in the region did not go to the national conference in Los Angeles and are anxious to attend a good planning conference close by. And last, but not least, our lineup of sessions is absolutely terrific.

In order to host a conference of this magnitude, we rely on a variety of sponsorships and contributions. These sponsorships not only benefit our organizations but also the sponsors who are exposed to planning professionals (including land use planners, landscape architects, engineers, architects, GIS professionals, etc.) as well as AARP members and interested citizens that attend these conferences.

To help you take advantage of this opportunity to participate as a sponsor, advertiser, or exhibitor, we have created a myriad of ways to give you a great return on your investment. For example, most of the sponsorship levels include one or more complimentary registrations, and each registration is worth \$275. All sponsorships include advertising of some type in the conference program, and some have high-visibility conference signs, as well as table signs.

While the Titanium level includes a free booth, the other sponsorship levels do not. So, we have reduced booth fees for sponsors and advertisers who want to add a booth to their package. This makes great sense, because nearly all booth fees include a complimentary registration.

Just want to advertise? Not a problem. You can do that. However, because of the complimentary registration(s) and reduced booth fees that come with higher levels of participation, we urge you to study the options on the following page before you decide.

Whether you have questions or are ready to sign up, contact **Herb Inden, Chair of the Sponsorship, Booth, & Advertising Committee**, at 302.577.5188 or herb.inden@state.de.us.

We look forward to having your support!

Yours truly,

Sharon K. Suarez, AICP, President
Maryland Chapter APA

David Edgell, AICP, President
Delaware Chapter APA

SPONSORSHIPS	LEVELS	AMOUNT*	# COMPED REGISTR.	PAGE SIZE IN PROGRAM	PLACEMENT ON WEBSITE	INTRO'D AT EVENT	INFO IN PACKET	BOOTH
CONFERENCE BANQUET & PLENARY PAUL FARMER - THURSDAY	TITANIUM	\$5,000	4	FULL	YES	YES	YES	YES
RECEPTION - WEDNESDAY - Heavy Hors d'oeuvres, cash bar, entertainment, awards	PLATINUM	\$3,500	3	THREE-QUARTER	YES	YES	YES	NO
PLATED LUNCHESES - PLENARY ROBIN RATHER - THURSDAY	PLATINUM	\$3,500	3	THREE-QUARTER	YES	YES	YES	NO
PLATED LUNCH - PLENARY MITCH SILVER - FRIDAY	PLATINUM	\$3,500	3	THREE-QUARTER	YES	YES	YES	NO
CONTINENTAL BREAKFAST - OPENING REMARKS - THURSDAY	GOLD	\$2,000	2	HALF	YES	YES	YES	NO
CONTINENTAL BREAKFAST - FRIDAY	GOLD	\$2,000	2	HALF	YES	YES	YES	NO
RECEPTION - THURSDAY - light hors d'oeuvres, cash bar	SILVER	\$1,500	1	ONE QUARTER	YES	YES	YES	NO
ALL DAY COFFEE - TEA AND WATER - THURSDAY	SILVER	\$1,500	1	ONE QUARTER	YES	YES	YES	NO
ALL DAY COFFEE - TEA AND WATER - FRIDAY	SILVER	\$1,500	1	ONE QUARTER	YES	YES	YES	NO
PROGRAM	SILVER	\$1,500	1	ONE QUARTER	YES	YES	YES	NO
PRESS COFFEE & LUNCH	SILVER	\$1,500	1	ONE QUARTER	YES	YES	YES	NO
REGISTRATION PACKETS	BRONZE	\$500	N/A	BUSINESS CARD	YES	YES	NO	NO
AWARDS	BRONZE	\$500	N/A	BUSINESS CARD	YES	YES	NO	NO

BOOTH EXHIBITS**	AMOUNT***	# ADD'L COMPED REGISTRATIONS	NOTES
STANDARD FEE	\$500	1	Standard fee applies to all exhibitors except those who are also sponsors.
TITANIUM SPONSOR	N/A	N/A	The Titanium Sponsorship benefits includes comped registrations and one free booth.
PLATINUM SPONSOR	\$100	1	If the exhibitor is also a sponsor at the Platinum level or below or is an advertiser only, the exhibitor may pay a "plus-up" and get a booth AND one additional comped registration. The cost of a plus-up is on a sliding scale.
GOLD	\$200	1	
SILVER SPONSOR	\$300	1	
BRONZE	\$400	1	
ADVERTISING ONLY	\$425	1	

ADVERTISING ONLY IN PROGRAM & WEBSITE	AMOUNT*
FULL PAGE	\$800
HALF PAGE	\$400
QUARTER PAGE	\$250
BUSINESS CARD	\$150

* The Conference Committee will consider split or shared sponsorships.

** Each booth comprises one 6-foot table, two chairs, skirt, and electrical outlet.

***Booth plus-up fees may be higher if the sponsorships are split.

